

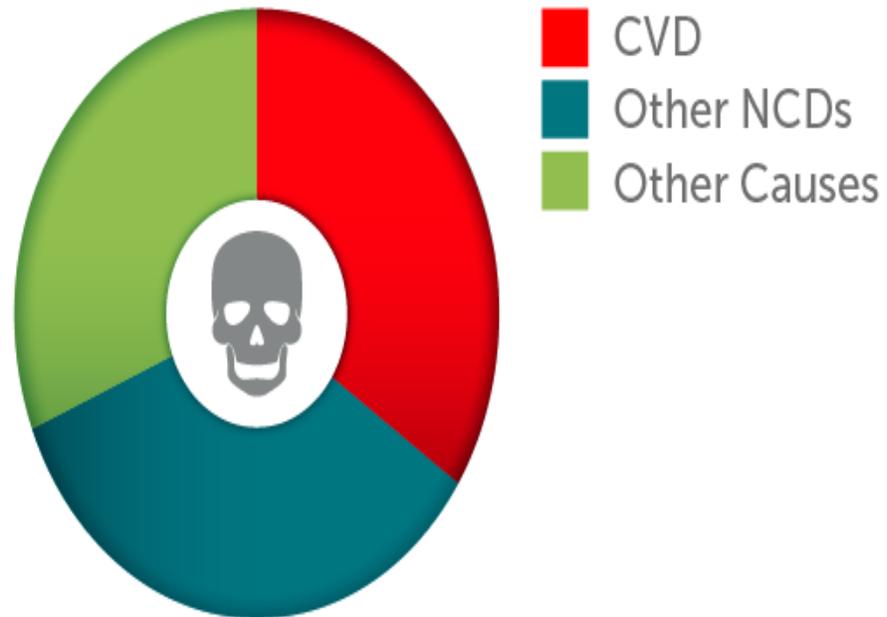


Johanna Ralston, CEO, World Obesity Federation and  
Fellow, Geneva Centre for Security Policy

# NEBRA

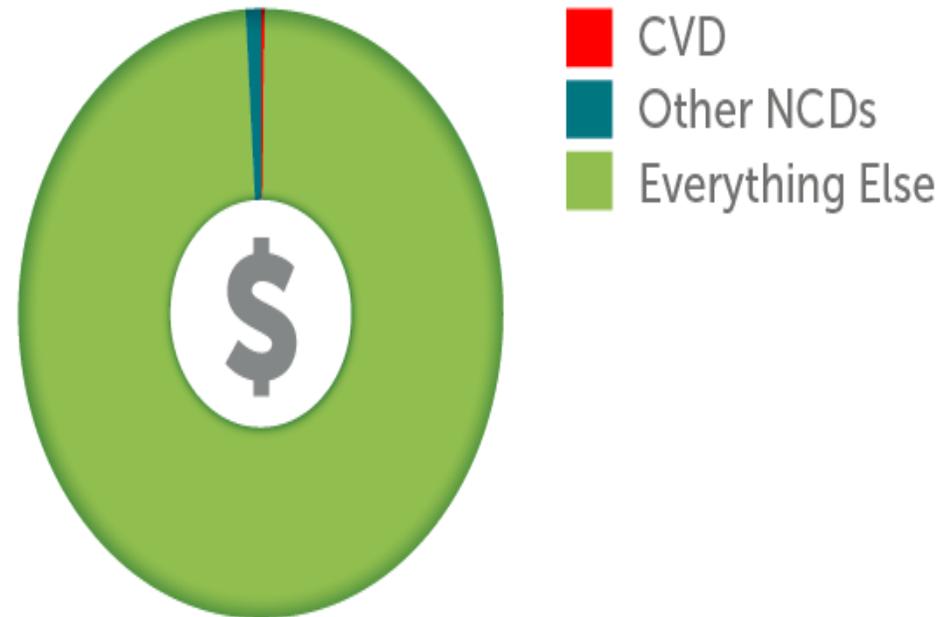
## NCD MORTALITY VS OTHER

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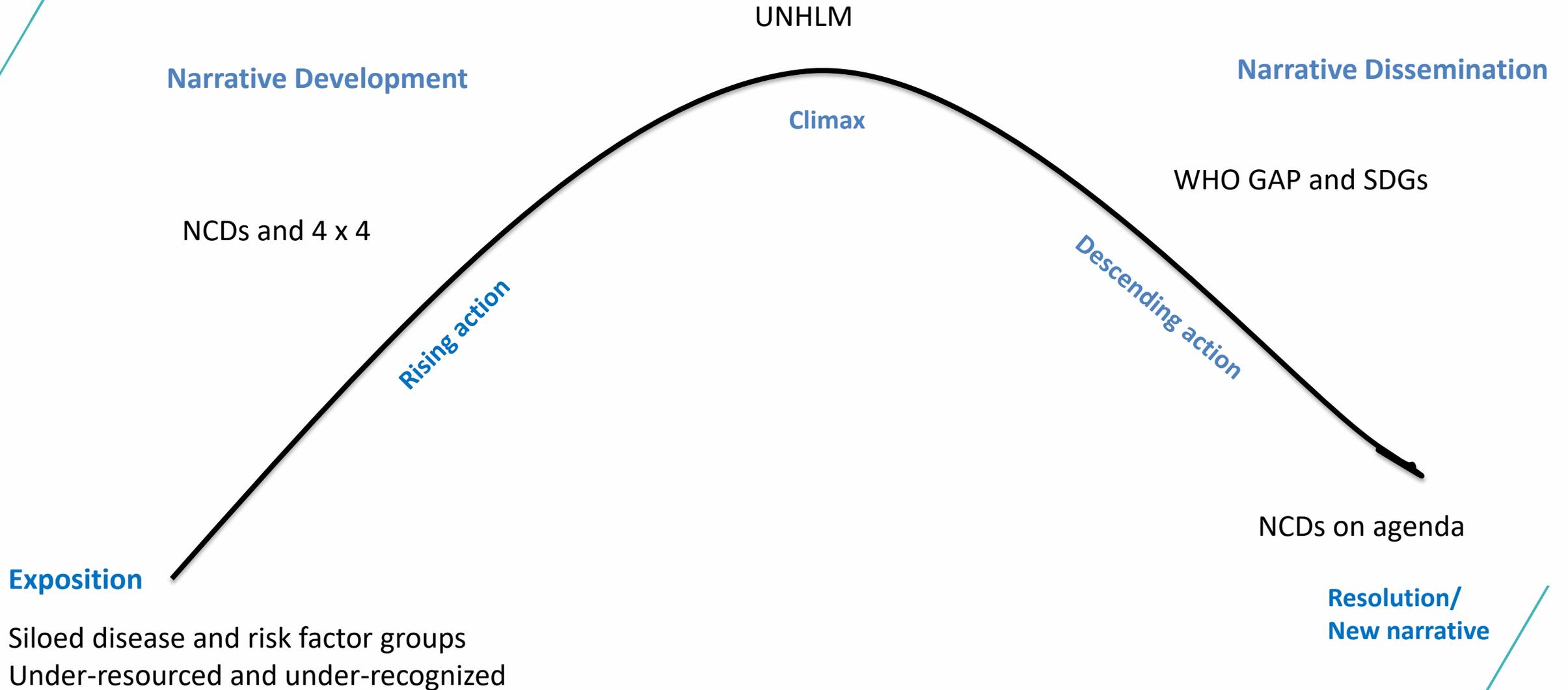
## ODA FUNDING

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Source: Global Burden of Disease Study 2010 (GBD 2010)

# Original NCD Narrative



# New NCD Narrative

## Narrative development

Patient and HIAP narrative

NCDs on political agenda, but  
no new funding and delayed  
national progress

Exposition

2018 UN HLM

Climax

*Rising action*

## Narrative dissemination

Financing commitments  
Leadership from MICs  
Individual empowerment

*Descending  
action*

**Resolution/  
New narrative**

2025 and 2030

